

METHODOLOGICAL BASIS OF MANAGEMENT STRATEGY FOR EXTERNAL MARKET ACTIVITIES

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ABSTRACT

The article examines the processes related to the essence and methodological basis of the enterprise foreign market activity management strategy. Factors influencing the formation of the management strategy of the enterprise's external market activities and opportunities to increase their operational efficiency are analyzed. External market activity management strategy is based on optimization-oriented actions and ways to implement them. Scientific proposals and practical recommendations aimed at improving the management strategy of the enterprise's external market activities have been formed.

KEYWORDS: *Foreign Economic Activity, Management Structure, Market Conjuncture, Strategic Management, Strategic Management System, Export Potential, Market Mechanism, Target Market, Strategic Position.*

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